

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 01044 240740Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
-----240746Z 019211 /12
R 240724Z JAN 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 4957

UNCLAS TOKYO 1044

FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: MULTI-CO BSP, COMPUTER 77

PLACE/DATES: U.S. TRADE CENTER TOKYO, JAN 19-21, 1977

1. U.S. PARTICIPANTS SEEKING REPRESENTATION: TWO

A. SALES REPRESENTATIVES APPOINTED: ZERO

(1) EXPECTED NEXT 12 MONTHS: 25

(2) LEADS OBTAINED: 150

B. LICENSEE AGREEMENTS SIGNED: ZERO

(1) EXPECTED NEXT 12 MONTHS: FOUR

(2) LEADS OBTAINED: 25

C. JOINT VENTURE AGREEMENTS SIGNED: ZERO

(1) EXPECTED NEXT 12 MONTHS: ONE

(2) LEADS OBTAINED: FIVE

2. SALES: 14,917,000 DOLS

A. ACTUAL DURING EVENT: 272,000 DOLS

(1) NEW TO MARKET: 77,000 DOLS

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(2) OLD TO MARKET: 195,000 DOLS

B. EXPECTED NEXT 12 MONTHS: 14,645,000 DOLS

(1) NEW TO MARKET: 4,537,000 DOLS

(2) OLD TO MARKET: 10,108,000 DOLS

C. TOTAL LEADS OBTAINED: 3,333

(1) NEW TO MARKET: 1,740

(2) OLD TO MARKET: 1,593

3. REGISTERED VISITORS: 3,482 (3,761 HANDCOUNT)

4. TOTAL PARTICIPANTS: 26 JAPANESE REPRESENTATIVES/46 U.S.
EXHIBITORS

A. NEW TO MARKET: 17

B. OLD TO MARKET: 29

C. FULLY ACHIEVED PRIMARY OBJECTIVE: 20

D. PARTIALLY ACHIEVED PRIMARY OBJECTIVE: 6

E. FAILED TO ACHIEVE PRIMARY OBJECTIVE: ZERO

F. U.S. EXHIBITORS WITH REPRESENTATIVES FROM U.S.: NINE

5. MISCELLANEOUS:

A. NO FORMAL OPENING CEREMONY CONDUCTED.

B. BREAKDOWN OF REGISTERED VISITORS:

FIRST DAY - 789; SECOND DAY - 1,217; THIRD DAY - 1,476

C. OUTSIDE METROPOLITAN TOKYO VISITORS: 770

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 24-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TOKYO01044
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770024-0960
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770123/aaaaatxu.tel
Line Count: 86
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: e3092bd2-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 23-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3517067
Secure: OPEN
Status: NATIVE
Subject: MULTI-CO BSP, COMPUTER 77 PLACE/DATES: U.S. TRADE CENTER TOKYO, JAN 19-21, 1977
TAGS: BEXP, JA
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/e3092bd2-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
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